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PP RUEHRG
DE RUEHSO #0055 0191851
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FM AMCONSUL SAO PAULO
TO RUEHC/SECSTATE WASHDC PRIORITY 4371
INFO RUEHBR/AMEMBASSY BRASILIA 5542
RUEHMN/AMEMBASSY MONTEVIDEO 1799
RUEHBU/AMEMBASSY BUENOS AIRES 2023
RUEHSG/AMEMBASSY SANTIAGO 1544
RUEHLP/AMEMBASSY LA PAZ 2547
RUEHRG/AMCONSUL RECIFE 2690
RUEHRI/AMCONSUL RIO DE JANEIRO 6793
RUEHAC/AMEMBASSY ASUNCION 2380
RHEHNSC/NSC WASHDC
RUCPDOG/USDOC WASHDC 2232

UNCLAS SAO PAULO 000055

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DEPT FOR WHA/BSC AND EB/TPP/IPE
STATE PASS TO USTR FOR MSULLIVAN
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USDOC FOR 4332/ITA/MAC/WH/OLAC/JANDERSEN/ADRISCOLL/MWAR D
USDOC FOR 3134/ITA/USCS/OIO/WH/RD/DDEVITO/DANDERSON/EOL SON
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E.O. 12958: N/A
TAGS: [KIPR](#) [ETRD](#) [KJUS](#) [BR](#)

SUBJECT: IPR Advocacy Efforts Pay Dividends

REFTEL: A) 05 Sao Paulo 1181, B) 05 Sao Paulo 1307,

C) 05 Sao Paulo 1400

11. Summary: In response to sustained Consulate advocacy efforts, Sao Paulo Governor (and possible PSDB presidential candidate) Geraldo Alckmin launched an Interagency Committee to Combat Piracy (CICP), which will improve coordination among local, state and federal copyright piracy enforcement officials in Brazil's wealthiest and most populous state. This initiative follows recent high-profile raids on Sao Paulo's most notorious outlets for pirated goods; these actions were also prompted by persistent Consulate lobbying of government officials. End Summary.

12. At a well-attended signing ceremony on January 13, Governor Alckmin noted that the CICP will be responsible for the planning and development of a statewide anti-piracy policy, identifying key industries, principal products, primary producers (in and outside of Brazil), smuggling and transportation routes, and key organizations involved in distribution of pirated goods. The CICP's responsibilities will also include developing the state's anti-piracy education campaign and creating a mechanism for police to exploit anonymous tips about piracy. The CICP has been charged with opening a dialogue and maintaining a relationship with domestic and international institutions that fight piracy. Participating state agencies include the Governor's staff, the State Prosecutors' Council and the Secretariats of Justice, Public Security, Finance, Employment, Culture, and Science/Technology and Economic Development. The CICP will meet three times a year to discuss state policies and to evaluate implementation.

13. In his remarks to an audience of some 200 prominent business and political leaders, as well as major media outlets, Governor Alckmin declared: "This is a statewide issue and needs to be dealt with at all levels of government, the business sector, and civil society. Today we are establishing the workforce that can move this great effort forward." He also reviewed Sao Paulo state's 2005 anti-piracy successes, noting that 1,396 raids were conducted, 3,261 police investigations were opened, and 165 criminals jailed. Additionally, the state seized 3 million CDs and DVDs, 44 million counterfeit toys, and 22 millions

counterfeit tennis shoes and watches.

¶4. Comment: Consulate General Sao Paulo's persistent efforts with state and local governments to beef up anti-piracy measures are starting to produce results. In meetings with state and local government leaders in southern Brazil, CG and other consulate officers have urged the creation of state and local agencies like the CICP, which is modeled after a similar council established in the southern state of Rio Grande do Sul (Refs A and B). Also as a result of Consulate advocacy efforts, Sao Paulo city and state officials pressed federal officials to launch recent raids on some of the city's most notorious outlets for pirated goods (Ref C). State and government officials, along with private sector organizations, including the Motion Picture Association and other industry leaders, have expressed appreciation and recognized the critical role the Consulate played in bringing about these successes. End Comment.